

**METHOD AND APPARATUS FOR TRACKING USER PROFILE AND
HABITS ON A GLOBAL NETWORK**

ABSTRACT OF THE DISCLOSURE

A method and apparatus for tracking network activity of a user. A user PC (302) disposed on a network (306) runs tracking software which initially requires registration to a registration server (2500). The registration process is initiated by the user entering user information into the tracking software for transmission to the registration server (2500). In response to registration, the registration server (2500) sends a unique ID and bar code back to the user PC (302). Subsequently, when the user accesses a vendor server (2504) disposed on the network (306), the user PC (302) passes the unique ID/bar code to the vendor server (2504). The vendor server (2504) sends the unique ID/bar code to the registration server to obtain user profile information which matches the unique ID/bar code. As the user accesses the vendor server (2504), the user activities are logged and returned to the registration server (2500) for updating the user information stored therein. Alternatively, the user information is stored on the user PC (302), the tracking software issued to the user having the unique ID bar code. Subsequent accesses to the vendor server (2504) results in the activity log being sent back to the user PC (302) for updating the user information.